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ABSTRACT OF THE DISCLOSURE

A measuring tape for measuring the distance between a first point and a second point comprises a housing having a blade outlet and a blade hub centrally located inside the housing, a flexible elongated blade having one fixed end connected to the blade hub and coiled into a roll around the blade hub, and having a free end extending from the housing through said blade outlet, and a tab fixed to free end of the blade for temporarily and removably hooking the free end of the blade to the first point, the tab extending in at least two directions transverse to a lengthwise edge of the blade at the free end of the blade. The blade has two sets of numbers imprinted thereon which correspond to units of measure, the first set of numbers being imprinted along a first lengthwise edge portion of the blade and positioned on the blade such that the numbers are arranged in upright position one after the other and increase in value when read from the free end of the blade toward the fixed end of the blade, and the second set of numbers being imprinted along a second lengthwise edge portion of the blade and positioned on the blade such that the numbers are arranged in upside-down position one after the other, relative to the first set of numbers, and increase in value when read from the free end of the blade toward the fixed end of the blade, resulting in one of the sets of numbers being legible right-side-up whether the free end of the blade is positioned at the first point or the second point.